

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: First C.M.E. Community Development Center, Inc.****Federal Tax ID: 54-2170002****Project Title:****First C.M.E. Community Development Center, Inc. - Video Production Project "Alaska Teen Talk Show"****State Funding Requested: \$ 50,000**
One-Time Need**House District: 22 - K****Brief Project Description:**

Goal: To produce (10) pilot Talk Shows to air on Anchorage School Channel, Anchorage TV stations, YouTube, Face book and MySpace.

Funding Plan:**Total Cost of Project: \$50,000**Funding Secured*Amount FY*Other Pending Requests*Amount FY*Anticipated Future Need*Amount FY*

There is no other funding needed

Detailed Project Description and Justification:

First CME-CDC, Inc.

Video Production Project

"Alaska Teen Talk Show"

Goal: To produce (10) pilot Talk Shows to air on Anchorage School Channel, Anchorage TV stations, YouTube, Face book and MySpace.

Participants: 12 students between the ages of 12-18. Participants and their parents will have to sign a commitment contract and a Memorandum of Agreement (MOA) to show the seriousness of their involvement.

There is a story inside each of us, and this project will help to stimulate the creativity in all of the students. Articulating one's self creatively and poetically can be a means of easier expression for at-risk youth, the lonely or displaced, victims of abuse, etc. Through creative expression, students can say and do things they might otherwise be afraid to say or do not know how to say through conventional literary or oratorical methods. They will learn different techniques in conceiving, writing, and delivering their work. Creative expression is an alternative to expressing negative emotions, increases self-awareness, helps in building self-confidence and provides an over all sense of freedom. This show which will give our Alaska teenagers a chance to speak frankly about critical issues in their lives.

Producing a TV talk show requires lots of hard work, but it's a lot of fun. It will give the students an opportunity to meet many interesting people they would never meet in daily life and will keep them busy every working moment. There's no looking at

the clock when you're dealing with talk show guests, hosts, cameramen and other TV crew personnel. This project will help develop all of the student's multi-tasking skills too.

PHASE ONE

The outcome will be (5) pilot TV talk shows written and produced by the students. Production will include video pre and post editing, stage design, shooting segments, writing story boards, typesetting, lighting and dealing with every aspect of video production. Writing and producing their own TV Talk Show will also teach the students valuable economic lessons of being producers rather than consumers. Marketing and advertising the shows will teach technical, business and social skills necessary to compete in today's world.

PHASE TWO

Pilot TV Shows – Students will learn the basics of television studio production as they turn their ideas and scripts into (5) 30 min TV segments. This will include hands-on experience in the TV studio, some music production, and the basics of graphic design as they design the Talk Show theme. Students will learn the basics of taping, editing and packaging the final DVD through hands-on participation.

The same process for producing a TV show applies for the production and marketing of the shows.

PHASE THREE

Entertainment Production Segment – The students will select acts/ talents that will be the performance segment of the 30 min show. This process will include concept, venue selection, set design, direction, rehearsals, promotion/marketing, and performing.

PHASE FOUR

Commercial/advertisement Segment – The students will solicit advertisement from the community and business owners to help pay for the production and administrative cost of producing (5) pilot TV shows.

Long range benefits could be the students visualizing themselves as producers, entrepreneurs, and contributors to a vital society.

Project Timeline:

This project will be completed by the end of FY10.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Cathy Lee

Grant Recipient Contact Information:

Contact Name: Cathy Lee

Phone Number: 907-563-7044

Address: 3600 MacInnes Street, Anchorage, AK 99508

Email: CDLee@gci.net

Has this project been through a public review process at the local level and is it a community priority? ☐ Yes ☒ No

**SCDI Mentoring For Success Project
First CME-CDC Video Production Project**

Was this project operated in 2006? Yes X No

Was this project operated in 2007? Yes X No

“Alaska Teen Talk Show”	Capital/State Request	Municipal Funds	State Funds	Federal Funds	Other Funds	Project Total	Agency Total
1. Salaries					\$ 41,500.00	\$ 41,500.00	\$41,500.00
3. Professional Fees	\$ 10,000.00					\$ 10,000.00	\$10,000.00
4. Facility Expenses	\$ 15,000.00					\$ 15,000.00	\$15,000.00
5. Operation Cost				\$ 28,000.00	\$ -	\$ 28,000.00	\$28,000.00
6. Equip Rental/purchase	\$ 25,000.00					\$ 25,000.00	\$25,000.00
7. Program Supplies	\$ 10,000.00					\$ 10,000.00	\$10,000.00
8. consultant Fees	\$ 15,000.00				\$ -	\$ 15,000.00	\$15,000.00
9. Advertising Cost	\$ 10,000.00					\$ 10,000.00	\$10,000.00
10. Marketing/Printing	\$ 15,000.00					\$ 15,000.00	\$15,000.00
11. Sub-Totals	\$ 100,000.00	\$ -	\$ -	\$ 28,000.00	\$ 41,500.00	\$ 169,500.00	\$ 169,500.00
Total Program Costs							\$ 339,000.00
12. Total Program cost: \$ 150,000.00							

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Cathy Lee
Executive Producer

The Instructions the students will follow on how to produce a Talk show:

Step 1:

Decide on a format. Some TV talk shows, like "The View" feature a variety of hosts interacting with the guests and each other. Other shows, like "Ellen" or "Oprah" have one host. If your show's theme revolves around politics, social issues or show biz gossip, two or more co-hosts or a revolving cast of reporters and hosts will highlight different views and keep the commentary balanced.

Step 2:

Hire a host. Audition several prospective hosts, rating each one on poise, intelligence, personality and looks. You should ultimately base your choice on a host's familiarity with your show's theme. If you hire the most attractive but vapid interviewer to host a political talk show and they don't know anything about the presidential race, viewers will know it and change the channel.

Step 3:

Book guests by planning in advance and doing your research as a producer. Do pre-interviews over the [phone](#) or have a trusted intern or associate do it. Always check the credentials of potential guests and brief the hosts on the guest's book, movie, CD or business.

Step 4:

Set the show length and segments. To produce a daily or weekly show on the air, a producer must act quickly and decisively. Determine the proper length of each segment and don't let it run over.

Step 5:

Learn how to write and edit. You may have to make last-minute changes in reports or other show content or edit segments. Familiarize yourself with video-editing software like Final Cut Pro and Avid.

Step 6:

Surround yourself with a professional staff. A good producer hires the best writers, cameramen, directors and interns possible to help the show run smoothly. Know when to take care of a situation yourself and when to delegate authority.

Step 7:

Handle stress well. When dealing with guests and hosts, tempers can flare and controversy will emerge. Know how to deal with conflicting ego types and when to cut to commercials. You'll also need to have a vast set of contacts in the industry to contact last minute guests if a scheduled guest cancels.